

ABSTRACT

This study aims to determine the extent of the influence of the persuasive communication of the Bandung City Government in implementing a Qris -based parking payment system on public public opinion. The background of this research is based on increasingly complex parking problems in the city of Bandung, such as limited land, irregularities, and leakage of income from parking fees. Therefore, the government is innovating with a Qris -based parking payment system that is expected to overcome the problem, provide convenience, and increase transparency and efficiency. Persuasive communication applied by the government has an important role in conveying information about this policy to the public. Clear and appropriate communication can build understanding, trust, and encourage community participation in using this new system. This study uses a quantitative approach with a survey method of 400 respondents of motor vehicle users in the city of Bandung. The SMCR model (source, message, channel, receiver) is used to analyze data. The results showed that effective persuasive communication - through the audience's understanding, the preparation of the right message, and the selection of appropriate channels - significantly influenced positive public opinion. This finding underlines the importance of structured communication in supporting the success of the implementation of technology -based public policy. It is hoped that the results of this study can be a reference for the development of communication in other public service sectors.

Keywords: *Bandung City Government, Persuasive Communication, Public Opinion, QRIS*